

Connecting Health Professionals & WIC

How you can help mothers:

- ♥ Breastfeeding mothers receive the most benefit when WIC staff, healthcare professionals, and the community work together for a circle of care giving positive messages about breastfeeding.
- ♥ Tell new moms about WIC.
- ♥ Contact your local WIC office for more information.

USDA studies found that every dollar spent on prenatal WIC participation for low-income Medicaid women resulted in:

- ♥ longer pregnancies;
- ♥ fewer premature births;
- ♥ lower incidence of moderately low and very low birth weight infants;
- ♥ fewer infant deaths;
- ♥ a greater likelihood of receiving prenatal care; and
- ♥ savings in health care costs from \$1.77 to \$3.13 within the first 60 days after birth.



Missouri Department of Health and Senior Services

WIC and Nutrition Services

P.O. Box 570

Jefferson City, MO 65102-0570

573-751-6204

www.dhss.mo.gov/WIC

DHSS is an equal opportunity/affirmative action employer. Services provided on a nondiscriminatory basis. Alternate forms of this publication for persons

with disabilities may be obtained by contacting

the Missouri Department of Health and Senior Services at 573-751-6204.

Hearing and speech impaired citizens telephone 1-800-735-2966.

VOICE 1-800-735-2466.

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The logo for Missouri WIC Works. It features the text "Missouri WIC Works" in a stylized, colorful font. Below the text is a photograph of a female doctor in a white coat and stethoscope around her neck, smiling and examining a baby lying on a table. The background of the logo includes a window and some medical equipment.

**Connecting
Health
Professionals
& WIC**

Nutrition Education, Health Promotion
and Supplemental Nutrition Program for
Women, Infants and Children

Missouri's WIC Nutrition Program

**Eat Well and
Stay Healthy!**

**Call
1-800-TEL-LINK**

Supplemental nutrition program provides:

- ♥ Breastfeeding education, counseling and support
- ♥ Breastfeeding Peer Counseling Program (breastfeeding education and support by peers)
- ♥ Breast pump loan program
- ♥ Nutrition education and counseling that stresses the importance between nutrition and health
- ♥ Supplemental nutritious foods* and infant formula**
- ♥ Immunization screening
- ♥ Referrals to health care services and other services available within the community



Patient eligibility criteria for WIC services:

- ♥ Pregnant women
- ♥ Breastfeeding women, up to one year postpartum
- ♥ Non-breastfeeding women, up to six months postpartum
- ♥ Infants, from birth to 12 months of age
- ♥ Children, 13 months to 5 years of age

WHO

Meet 185% of the federal poverty guidelines or are already enrolled in Food Stamps, TANF, MO HealthNet or MO HealthNet for Kids programs

AND

Have a medical or nutritional risk as determined at the WIC certification appointment. Some examples of qualifying risks are:

- ♥ Medical conditions that affect food intake or nutrition status
- ♥ Abnormal anthropometric measurements
- ♥ Inadequate intake of essential nutrients
- ♥ Conditions that predispose a person to inadequate nutrition patterns such as teen pregnancy, lead poisoning, alcohol and drug abuse

Benefits to healthcare providers:

- ♥ Reduced health care costs
- ♥ Positive prenatal and birth outcomes
- ♥ Improved women's, infants' and children's health

Help patients achieve positive health outcomes:

- ♥ Make referrals to WIC a routine. Put a WIC brochure in every new-patient packet.
- ♥ Mention WIC to everyone. Tell your patients that WIC is a health and nutrition program, and encourage them to call their local WIC program (contact information below)

1-800-TEL-LINK or 1-800-835-5465.

- ♥ Display WIC posters and brochures in your office.

*A special food package is available for children or women with special medical conditions.

**If the infant requires special formula, a Physician Script with the medical diagnosis is required that includes the name of requested formula, daily amount needed, and the length of time prescribed.